

Ed! Board Meeting Oct 12, 2023

Meeting called to order: 8:02 AM

Approval of Previous Meeting's Minutes: moved by Kimberly, seconded by Ricky, unanimous approval

Public Comment: none

Board Members/Administration in Attendance: Kimberly Koenig, Jen Lawson, Olivia Brown-Latham, Venus Corteza, Beth Sanger, Robert Boehlke, Jason Arnhill, Ricky Bobadilla, Lisa Epstein, Cheryl Farrish, Carrie Hulbert

City of Edmonds Representative in Attendance: Megan Luttrell

Guests Logan & Christine Harris (Camp Vintage), Theresa Williams, Michelle Bear (Edmonds Bookshop), Dan Radley, David Preston (Port of Edmonds), April Votalate, Whitney Popa, Joanna Snipkin (East West Books), Kathy Solum (Edmonds Vision)

President's Report:

Holidays-Sign up for Holiday marketing campaigns by Oct 20

Letter from a member-re: sidewalk cleaning. City is not responsible per Megan, building owners or tenants are responsible. Event hosts are responsible for event litter, city will police this but is not responsible.

2024 Budget- Motion to approve budget as presented and pass on to City Council, moved by Kimberly, seconded by Olivia. Passed unanimously.

Treasurer's Report: presented by Jason, with numbers through August. Assessment on track with projections.

New Businesses Added to BID: Virtue Cellars, Lilly Cove Bodywork

City Report: Presented by Megan Luttrell. Todd is out til Oct 24, Holiday Market begins 11/4 and runs for 6 Saturdays. Trolley in December, 4 weeks (1 more than before). City department budget presentations to Council begin now. Landmark property Public Meeting 10/21, 10:00-2:00at Edmonds Woodway High School. DEIA Film series oct 21 at noon. Events for next year Lunar New Year Feb 10, Pride 2024.

Chamber Program: Erica was not in attendance, reported by Olivia- Halloween Trick or Treat, Tree Lighting.

Committee Updates

- **Marketing:** Motion to approve \$1,000 already in the budget for website updates, Moved by Olivia, seconded by Venus. Passed unanimously. Holiday Marketing-sign up for Window Cling, Drink Bingo, and the Gift Guide. Trolley-will be starting ½ hour earlier

than before. First Dibs is Nov 18, no ornament stroll this year. Discussion of Yiftee downtown gift card program. Feedback was that it only makes sense if we have a “critical mass” of businesses participating, and results from the survey were not enough. Tabled for now.

- **Communication and Outreach:** Proposed moving \$500 from C/O budget that was earmarked for an event over to the Marketing budget as it will likely not be used this year. Moved by Olivia, seconded by Cheryl. Passed unanimously. Discussion re: assessments for shared workspace- C/O will connect with stakeholders and develop a plan for how the assessments will be implemented sometime in 2024.
- **Appearance & Environment:** Interactive Map-in the information gathering stage. Umbrellas-Rogue has lots, come by and get some if you have a need or can distribute to the stands.
- **Admin:** none

New Business: Venus Forteza brought up the possibility of collecting data about how local businesses are celebrating the various Heritage Months, was considering some sort of survey and monthly communication and how Ed! could support the businesses participating with social reshare campaign, hashtags (ie: #LoveEdmonds, #AllAreWelcome), something like a DEIA Pledge, reminder about the DEIA Toolkit, and the Safe Space Program in Edmonds. To participate in the Safe Space Program, contact Tabitha Shoemake at the city. November DEIA Commission meeting is the 1st Wednesday of every month at City Hall from 6-8pm, there is a zoom option. 6/22 Pride event-ideas Movie Screenings, Civic Field interactive public art, beer garden, Drag Story Time, etc.

Meeting Adjourned: 9:31 am